



OFFICIAL RESPONSES TO VENDOR QUESTIONS
RFP-2022-BDAS-03-PUBLI

No.	Question	Answer
1.	Section 1, Introduction, Subsection 1.2, Contract Period How long is the public awareness campaign expected to run for after the initial 8-week campaign?	See Section 1, Introduction, Subsection 1.2, Contract Period.
2.	Section 1, Introduction, Subsection 1.2, Contract Period and Section 3, Statement of Work, Subsection 31., Scope of Services, Paragraph 3.1.1 What is the preferred 8-week period referred to in Section 3, Statement of Work, Subsection 3.1., Scope of Services, Paragraph 3.1.1?	See Section 1, Introduction, Subsection 1.2, Contract Period, and Addendum #2 Q2 of the RFP.
3.	Section 3, Statement of Work, Subsection 3.1, Scope of Services Will the selected Vendor be required to produce printed materials such as wallet cards, brochures, or posters, and distribute the printed materials to the target audience?	The Department is seeking effective messaging, with a focus on electronic media. See Addendum #2.
4.	Section 3, Statement of Work, Subsection 3.1, Scope of Services Will the Department consider out-of-home advertising as part of the public awareness campaign?	See Section 3, Statement of Work, Subsection 3.1, Scope of Services, and Addendum #2, Q2 of the RFP.



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No.	Question	Answer
5.	Section 3, Statement of Work, Subsection 3.1, Scope of Services Will the Department consider proposals for a different paid media mix than what is described in Section 3, Statement of Work, Subsection 3.1, Scope of Services?	See Section 3, Statement of Work, Subsection 3.1, Scope of Services, and Addendum #2, Q2 of the RFP.
6.	Section 3, Statement of Work, Subsection 3.1, Scope of Services, Paragraph 3.1.2 Does the term “all age groups” include age groups eighteen (18) years of age and younger as well as age groups eighteen (18) years of age and older?	Yes.
7.	Section 3, Statement of Work, Subsection 3.1, Scope of Services, Paragraph 3.1.4 Will the selected Vendor be required to create brand new messaging and imagery?	Yes. See Section 3, Statement of Work, Subsection 3.1, Scope of Services, Paragraph 3.1.4.
8.	Section 3, Statement of Work, Subsection 3.1, Scope of Services, Paragraph 3.1.4 Are there any existing assets than can be used for this campaign?	Yes. The Vendor may use the existing Doorway logo in marketing imagery, with approval from the Department. See Addendum #2.
9.	Section 3, Statement of Work, Subsection 3.1, Scope of Services, Paragraph 3.1.4 Can the selected Vendor use their existing creative assets and websites to disseminate awareness campaign	See Section 3, Statement of Work, Subsection 3.1, Scope of Services, Paragraph 3.1.4 and Addendum #2, Q2 of the RFP.



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No.	Question	Answer
	information?	
10.	Paragraph 3.1.6 Media Services, Subparagraph 3.1.6.2, Part 3.1.6.2.9 For what social media accounts will the vendor be required to create content?	See Addendum #2
11.	Paragraph 3.1.6 Media Services, Subparagraph 3.1.6.2, Part 3.1.6.2.9 Will the selected Vendor integrate the public awareness campaign with an existing website?	Yes. The public awareness campaign will include media across all channels, including the Doorway website, the Department's website, potentially other State of New Hampshire websites, as well as Department's social media accounts. See Addendum #2
12.	Section 3.2 Mandatory Responses, Q2 Does the strategy requested in Q2 apply for English only content ?	See Addendum #2.
13.	Section 3, Statement of Work, Subsection 3.3, Reporting Requirements, Paragraph 3.1.1 Media Services, Subparagraph 3.3.1.2 Is the vendor responsible for earned media?	No.
14.	Section 3, Statement of Work, Subsection Subsection 3.4, Performance Measures, Paragraph 3.4.1 Which key performance measures are of value to the Department?	See Section 3, Statement of Work, Subsection 3.4, Paragraph 3.4.1.
15.	Section 3, Statement of Work, Subsection 3.1, Scope of Services, Paragraph 3.1.6, Media Services What percentage of total investment of free	The Department is seeking proposals for a multi-media public awareness campaign. The selected Vendor must optimize all media for the public awareness campaign. See Addendum #2, Q2 of the RFP.



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	or matched advertising is expected?	
16.	Section 4, Finance Subsection 4.1 Financial Standards, Paragraph 4.1.2 Is \$250,000 the total budget for services under a contract resulting from RFP-2022-BDAS-03-PUBLI?	See Section 4, Finance Subsection 4.1 Financial Standards, Paragraph 4.1.2
17.	Section 6, Proposal Process, Subsection 6.17, Oral Presentations and Discussions Can vendors make a presentation of their proposal to the Department while RFP-2022-BDAS-03-PUBLI is an open solicitation?	See Section 6, Proposal Process, Subsection 6.17, Oral Presentations and Discussions.
18.	Section 7, Proposal Outline and Requirements, Subsection 7.2, Outline and Detail, Paragraph 7.2.9, New Hampshire Certificate of Good Standing Do Vendors need to be located in New Hampshire to obtain a New Hampshire Certificate of Good Standing?	No. See New Hampshire RSA 5:18-a and the New Hampshire Department of State's website at: https://sos.nh.gov/corporation-ucc-securities/corporation/order-a-certificate/
19.	Section 9, Additional Information Will the Department publish Appendices A, B, D, and E?	Yes. See Addendum #1 and links to Appendices A, B,D, and E on the RFP-2022-BDAS-03-PUBLI home page: https://www.dhhs.nh.gov/business/rfp/rfp-2022-bdas-03-publi.htm
20.	General Does the Department currently have a contract with a media agency?	Not for this campaign.
21.	General	No. This is a link to information and materials from the previous



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	Does the Department currently have a public awareness campaign?	public awareness campaign: https://www.thedoorway.nh.gov/marketing-campaign
22.	General When was the last time the Department executed a campaign to raise awareness for the Doorway?	The previous campaign concluded in June 2020. (https://www.thedoorway.nh.gov/marketing-campaign)
23.	General Are there other languages besides English that are required for this campaign?	See Addendum #2.